



WELCOME TO THE NEIGHBORHOOD SM

Store Locator
Application Suite V1.0
Overview
(07/12/00)

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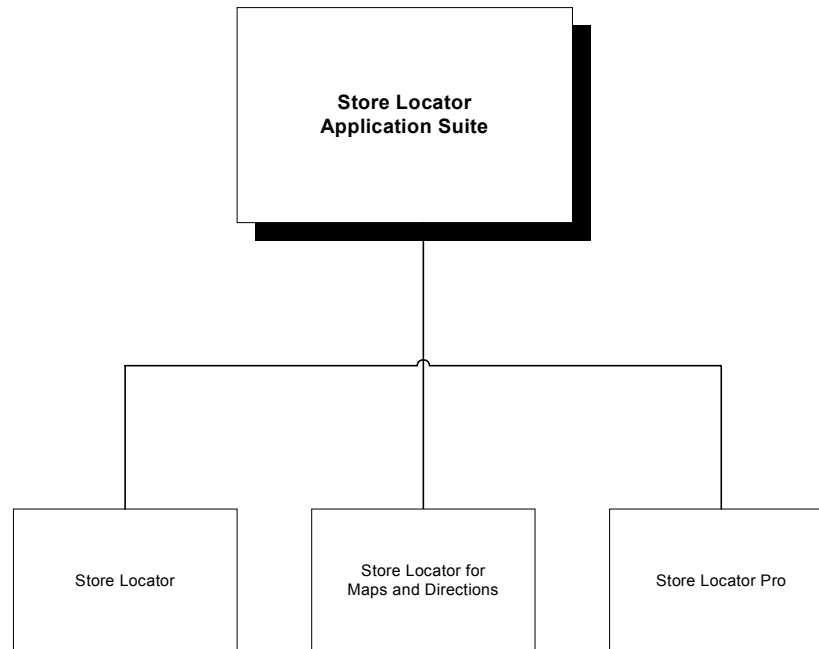
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Product Description

What is Store Locator?

The Store Locator application suite from go2 Systems, Inc. (go2) provides a platform-independent, data-retrieval mechanism for accessing go2's core listing, locating, and mapping services. The suite comprises three different products:



Store Loc XML Application Suite



Product Description, contd.

Store Locator

Store Locator provides a service that will locate the stores in your customer's area, and immediately have the ability to direct your customers to your brick-and-mortar locations with maps and turn-by-turn directions. This is the data-only equivalent of go2's **Store Loc HTML** product for the web.

Store Locator for Maps & Directions

Store Locator for Maps & Directions provides a general mapping and directions solution. You provide an address, and a map is drawn centered on that location. Turn-by-turn directions can also be supplied given a start and destination point. This product also provides the ability to geocode an address into latitude and longitude coordinates.

Store Locator Pro

Store Locator Pro has all the features of the first two products, and also provides access to go2's extensive Yellow Page listings database of brick-and-mortar store locations. Based on a customer's starting point, proximity searches can be performed either by general category or by business name. Fast and efficient searches like "find me the nearest hotel" or "find me the nearest McDonalds" are just a click away.

Because the Store Locator application suite is a data interface only, you are not restricted to a particular presentation format. Store Locator data can just as easily be displayed in your user's web browser as well as any wireless device like a web-enabled cellular phone. You retain complete control over the presentation layer, providing a user interface based on your existing web or wireless site look-and-feel.

Store Locator Pro can provide access to a limited set of search categories, or provide access to go2's complete Yellow Page listing database. It can be tailored to meet your individual needs and budget. Contact your sales representative for more information.

Become a go2 Client

To use any of the products in the Store Locator application suite, you need:

- To purchase the appropriate locator product from go2 Systems.
- To be assigned a `clientID`. (go2 automatically assigns this `clientID` to your business as part of the client set up process for Store Locator product. This identification code enables you to access product features and functionality.)

If you have purchased either **Store Locator** or **Store Locator Pro**, in addition to the above, you also need:

- To have bought a go2 Premium Listing to enable specific searches for store locations using your assigned `clientID`.

Client Types

There are two primary types of Store Locator clients: business-to-business (B2B), and business-to-consumer (B2C).

B2B

A B2B client is where the requestor of data is solely the business making the query. A B2B type client is only required to use the assigned `clientID` to use Store Locator services. A typical example of a B2B client is a business franchise that wishes to provide store locator functionality to their current web or wireless site. Users would be anyone visiting their site, and would not be required to sign up for a go2 user account to access Store Locator functionality.

B2C

A B2C client is where the data requestor is still the business making the query, but all requests are made on behalf of an individual go2 user. A B2C type client is required to use the assigned `clientID` in addition to a valid `go2username` to use Store Locator services. A `go2username` is obtained by registering for a personal account with go2. A typical example of a B2C client is a business that wishes to provide Yellow Pages search functionality to their current web or wireless site. Their users are normally registered with the business to access their functionality, and will also be required to register as go2 users to access Store Locator functionality.

When you purchase a product from the Store Locator application suite, your client type will be determined and an appropriate `clientID` will be assigned.



Prerequisites

All of the products in the Store Locator application suite require data to be formatted according to go2's specifications. The client-side computer that interfaces with go2's XML Data Server must prepare data requests compliant with our Document Type Definitions (DTD). There are a variety of XML parsers freely available on the web to aid in preparing and parsing XML requests and responses. A good reference site is <http://www.xml.org>. Once you are assigned a go2 `clientID`, you are ready to start interfacing with Store Locator.

To use Store Locator, you have to:

1. Create an XML request. There are four locator request types available, from which you can choose the ones pertaining to the products you have purchased:
 - Listings Request
 - Maps Request
 - Directions Request
 - Geocode Request
2. Post the XML request to go2's XML Data Server via HTTP.
3. Retrieve and parse the XML response returned from go2's XML Data Server.
4. Display the data in any format that is appropriate for your customers (HTML, HDML, WML, etc.).



How Does It Work?

How Store Locator Works

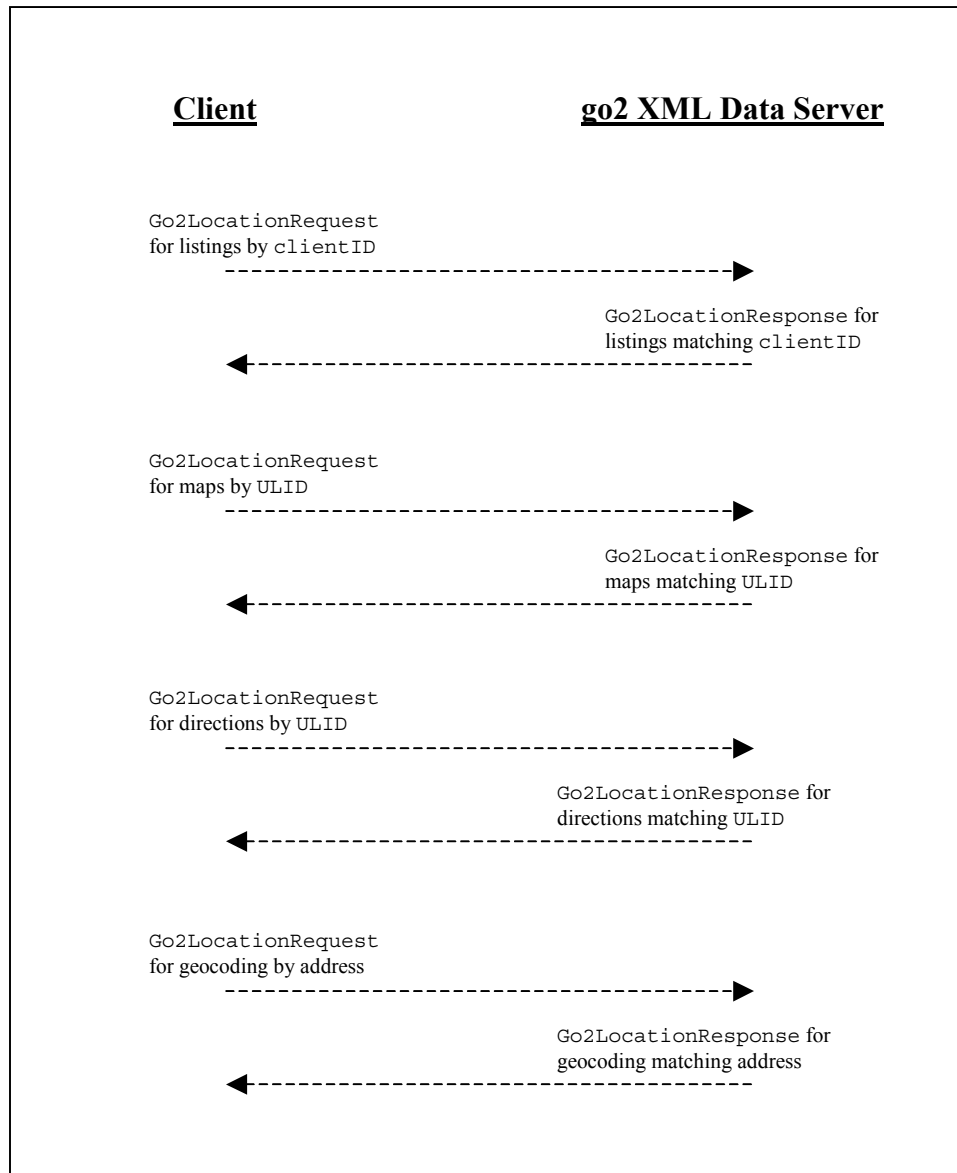
The Store Locator application suite provides a fully dynamic business location, mapping, and directions system based on a valid `clientID` and a request message prepared according to go2's XML interface specification. The `clientID` is used to validate the requestor, and may also be used as a key to search the go2 databases for associated store locations. Once the XML Request is posted to go2's XML Data Server, Store Locator retrieves business locations based on a proximity algorithm, sorts them by least distance to the starting point, and returns them in sorted format in the XML Response. These locations can then be displayed in any format the client desires. Store Locator also provides and allows the client to retrieve maps and directions, and can geocode an address into latitude and longitude coordinates.



How Does It Work? *contd.*

Illustration

The Following is the basic Store Locator data flow:



Store Loc XML Data Flow

Note: ULID is a Unique Listing Identifier that go2 assigns to each listing returned in a Go2LocationResponse. This value can subsequently be used in a Store Loc XML Maps or Directions request.



Interface Specification

Client to Server Connections

The client is responsible for opening and establishing a connection to go2's XML Data Server at a known TCP/IP address. The IP address and port number will be provided when the Store Locator product is purchased from go2. The client is required to supply IP addresses for the client computers that will be accessing the go2 XML Data Server.

Transfer Protocol

A client communicates with go2's XML Data Server using the Hyper Text Transfer Protocol (HTTP). The client formats the XML request and then uses HTTP POST to send it to go2's XML Data Server. The form field that the XML request is assigned to is called `xmlRequest`. The XML response from go2 will be returned in the HTTP POST response. The client can then parse the XML response data in a manner best suited to their processing capabilities and needs.

Message Formats

go2 XML data requests and responses are formatted in compliance with the XML 1.0 specifications and the specific go2 element types. All go2 XML data request and response messages will be recognized as such by the go2 header element at the beginning of each message.

Interface Specification, contd.

Map Illustrations

Following are sample sections of a Directions page as displayed in HTML format.

Directions Page: Sample Sections



D Jamba Juice at Whole Foods Costa Mesa
1870 Harbor Boulevard
Costa Mesa, CA 92627
(949) 574-3800

S Starting Location
18400 Von Karman
Irvine, CA 92612

TURN BY TURN DIRECTIONS [\[Show Maps & Directions\]](#)

1. Start out going Southwest on VON KARMAN AVE by turning left.
Segment Info - 0.1 miles

2. Turn RIGHT onto MICHELSON DR.
Segment Info - 0.4 miles

11. Turn LEFT onto HARBOR BLVD.
Segment Info - 0.1 miles

Total Distance 5.6 miles (9.0 km)
Estimated Time 10 minutes

SEGMENT MAP

Turn By Turn Info

Turn By Turn Map

Turn By Turn Detail Info

Route Info



Glossary of Terms

B2B

Business-to-business. Typically refers to a network based transaction between two businesses.

B2C

Business-to-consumer. Typically refers to a network based transaction between a business and a consumer.

HDML

Handheld Devices Markup Language. Proprietary markup language developed by Unwired Planet (www.phone.com), allows the text portions of Web pages to be presented on web-enabled cellular phones and personal digital assistants via wireless access. HDML is used in most early generation web-enabled cellular phones in the United States.

HTML

HyperText Markup Language. HTML is the accepted and supported means of describing information for transmission over the web. HTML uses tags to describe how information should appear. A web browser interprets these tags and displays the marked up information on your screen.

ULID

Unique Listing Identifier. go2 assigns each listing returned in a `Go2LocationResponse` a unique value, which can be used in subsequent `MapsRequests` or `DirectionsRequests`.

URL

Uniform Resource Locator. The global address of documents and other resources on the World Wide Web.

WML

Wireless Markup Language. An XML-based markup language for wireless devices, allows the text portions of Web pages to be presented on web-enabled cellular phones and personal digital assistants via wireless access. Most future web-enabled cellular phones in the United States will be migrating from HDML support to WML support. See www.wapforum.org for more information.

XML

eXtensible Markup Language. XML is a recommendation of the World Wide Web Consortium (W3C) (www.w3.org). XML is a meta-language, which enables a general availability and interchange of information that is structured according to its content - with any kind of application, in various presentations, for different target groups and different purposes.